

January 27, 1942

Mr. Louis Bloch
507 Fifth Avenue
New York City

Dear Lou:

We have just received permission to place spots on our broadcasting of the Princeton basketball and hockey games. How are chances on getting some national time on the basis of this? Adam Hats, Lee Hats, Gillette Razor, and such. There is one catch. They cannot sponsor the games and no mention must be made to this effect. They can merely use the added listening incentive given by these broadcasts. Would appreciate your finding out about this as soon as possible- if nothing can be done we will sign the time locally.

What's the latest dope on PM? Are they coming in at all? We ought to know soon so that we can make our arrangements about the news program.